



Communications Policy: Department of Visual Arts

A. ADVERTISEMENT

Please provide the information below to advertise your visual art event or exhibition. By supplying the information below, your event may be included on the Department Website, VA newsletter, VAC TVs, Twitter account, and will be forwarded to the A&H communications officer.

For Artlab Events: Send information to Susan Edelstein a minimum of **3 weeks** before the event.
e-mail: sedelst@uwo.ca

For All other Events: Send information to Julia Beltrano a minimum **2 weeks** before the event.
e-mail: jbeltra3@uwo.ca

Text to include:

1. Exhibition/Event Title/Artist(s) name(s)
2. Date(s), Time & Location
3. 1 sentence summary (under 140 characters)
4. Full text description (approximately 200 words)
5. Contact for additional information or links to any external websites/facebook pages etc.

Images to include:

1. **VAC TVs** : 1920 x 1080px (resolution 72)
2. **Website**: 700 x 300px (resolution 72)
3. **Printed Posters***: Submit a JPEG or PDF that is 11"x17" (resolution 300)
 - a. *Posters to be displayed outside of the VAC must be stamped by the USC, at [Creative Services Poster Patrol](#) (formerly Imprint)*
 - b. *Large format prints require a 1-week turn around time; e-mail Julia with dimensions for a quote*
 - c. *A charge will apply for all printed posters, check your budget with Susan Edelstein for Artlab events*

Logo Use

1. Artlab & concourse events must contain the Artlab logo – download at: <http://uwo.ca/visarts/artlab/>
2. VA Department events must contain the Arts and Humanities logo – download at: http://communications.uwo.ca/comms/western_brand/vis_toolkit/western_logo.html

B. DOCUMENTATION

Event Documentation:

The work-study student photographer must be booked with the Technical Specialist at least 2 weeks prior to the event; otherwise you are responsible for documenting and submitting all images to the Librarian for the archives and use on the VRL Flickr account. Release forms must be completed if you are photographing students.

Video Documentation:

All speakers' series talks should be video documented. Please contact the Technical Specialist at least 2 weeks prior to the event to make arrangements. Speakers must complete the video release form; the form must be given to the Visual Resource Librarian.

Release forms:

Students in images at events must sign release forms, which can be obtained from and must be submitted to the Visual Resources Librarian.

Exception: if an image contains more than 4 students, or is a group event shot, a release is not required

Accessing Documentation:

To view photographic documentation of Artlab exhibitions and Department events, visit the VRL [Flickr account](#). To obtain photographic documentation of Artlab exhibitions and Department events for *publication* (e.g. promotional materials), please contact the Visual Resources Librarian.

Julia Beltrano, Technical Specialist Manager

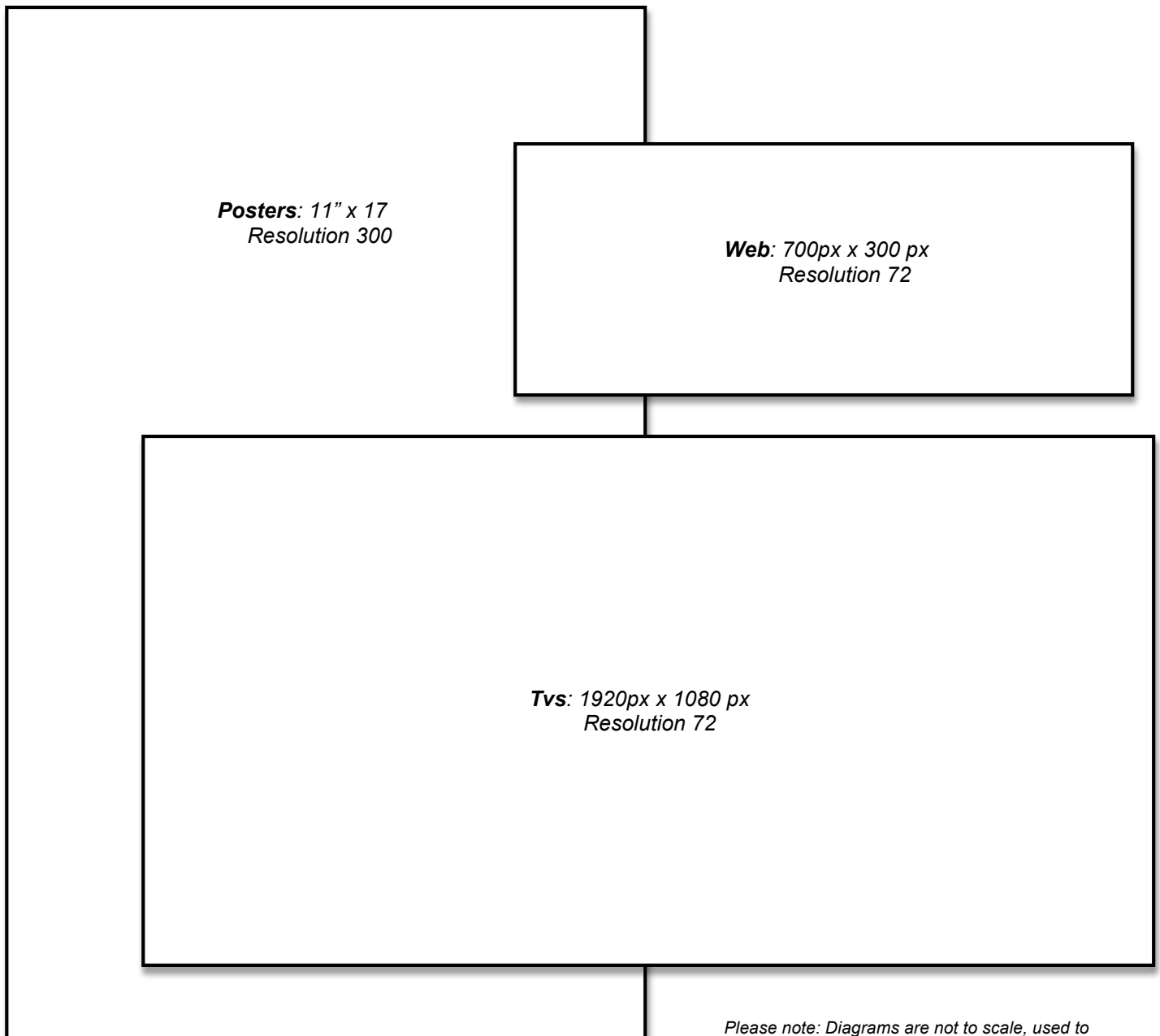
Western University, Department of Visual Arts, John Labatt Visual Arts Centre, Rm. 241D
1151 Richmond St., London, ON, Canada N6A 5B8 t. 519.661.2111, ext. 86190 www.westernu.ca/visarts

How To Resize An Image In Photoshop

To prepare an image follow the below steps:

1. Open Photoshop.
2. A dialog box will appear that contains fields for Width, Height and Resolution. **Make sure the unit of measure is set to pixel (web & tv) or inches (for poster)** then fill in the appropriate dimensions (see below), and the **resolution to 72** then click the OK button.
3. Paste in your image and any information.
4. When saving, select **.jpg** as the file format and click the **OK** button.

**If you need assistance resizing an image, please book an appointment with Jennifer Slauenwhite in the media lab.*



Please note: Diagrams are not to scale, used to demonstrate proportion and orientation.